

J-19-J		5/11/98	
SUBJECT: 1998 Wholesale Partners Program, Category III			
DISTRIBUTION:			
<input checked="" type="checkbox"/> AVP	<input checked="" type="checkbox"/> KAM	<input checked="" type="checkbox"/> DM	
<input checked="" type="checkbox"/> RSM	<input checked="" type="checkbox"/> AM	<input checked="" type="checkbox"/> RM	
<input checked="" type="checkbox"/> RBM	<input checked="" type="checkbox"/> AE	<input type="checkbox"/> Sales Rep	
<input checked="" type="checkbox"/> ROM		<input type="checkbox"/> Retail Rep	

(The following letter was U.S. mailed to customers.)

J-19-J

May 11, 1998

To Our Direct Buying Customers:

As outlined in the First Half 1998 Partners requirements, all participating accounts are required to report RJR promotions utilizing specific "Promotion Descriptions" in the Promotion Description Field.

The second half 1998 RJR Wholesale Partners Program, Category III, will be fully automated to reflect your promotional execution performance and earnings based on your data submissions to MSA. Thus, if reporting of promotional activity is not correct, your 3¢ per carton earnings for Category III will be in jeopardy.

To assist you in identifying problems, we have an RJR Partners Help Desk at MSA staffed with personnel to answer any questions regarding accurate reporting of data/promotions. Please encourage your MIS Department to contact the RJR Partners Help Desk at:

Phone: (800) 230-9372
 Contact Names: Kim Mauthe
 Chris McKlveen

Thank you, again, for your participation in our Wholesale Partners Program. With accurate data reporting, this program will continue to be mutually beneficial to both our companies.

R. J. REYNOLDS TOBACCO COMPANY

Sales		Retail	
1221		1222	
1222		1223	
1223		1224	
1224		1225	
1225		ROM	
1226		PC	SC
1229		MC	PA
1240			
1244		RSM	RBM

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